

CLAIMS

1. A vacuum formed display comprising:

a body portion having a top wall, a bottom wall, a back wall and opposing side walls;

at least one shelf including at least one partition constructed and arranged to separate the shelf into one or more compartments, the shelf being vacuum formed as a unitary piece with the body portion, such that a perimeter of the shelf lies generally in the same plane as the back wall; and

wherein to assemble the display, the shelf is separated from the back wall of the display along at least a portion of the perimeter such that the shelf is pivotal to a position where the perimeter of the shelf is substantially perpendicular to the back wall of the display, the shelf being supported in the assembled position by at least the back wall of the display.

2. The display of claim 1, further comprising a pair of support ledges molded on an inner surface of the opposing side walls as unitary members with the side walls, and constructed and arranged to provide support to the at least one shelf in the assembled position.

3. The display of claim 2, further comprising a pair of detents molded on the inner surface of the opposing side walls, spaced above each of the ledges, the detents being constructed and arranged to provide additional support to the at least one shelf in the assembled position.

4. The display of claim 2, wherein the perimeter of the at least one shelf includes a pair of tabs extending from a rear portion of the at least one shelf, the pair of tabs being constructed and arranged to support the at least one shelf on the pair of ledges.

5. The display of claim 1, further comprising an opening disposed in the back of the display.

1 6. The display of claim 5, further comprising a card disposed over the opening, the card
2 including indicia.

1 7. The display of claim 1, wherein the shelf is separated by a cut along a top portion and
2 side portions of the perimeter.

1 8. A vacuum formed display comprising:
2 a body portion having a top wall, a bottom wall, a back wall and opposing side walls;
3 at least one shelf including at least one partition constructed and arranged to separate the
4 shelf into one or more compartments, the shelf being vacuum formed as a unitary piece with the
5 body portion, such that a perimeter of the shelf lies generally in the same plane as the back wall;
6 wherein the perimeter of the at least one shelf includes a pair of tabs extending from a
7 rear portion of the at least one shelf, the pair of tabs being constructed and arranged to aid in
8 supporting the at least one shelf;
9 a pair of support ledges molded on an inner surface of the opposing side walls as unitary
10 members with the side walls, and constructed and arranged to provide support to the at least one
11 shelf in an assembled position;
12 a pair of detents molded on the inner surface of the opposing side walls, spaced just
13 above each of the ledges, the detents being constructed and arranged to provide additional
14 support to the at least one shelf in the assembled position; and
15 wherein to assemble the display, the shelf is separated from the back wall of the display
16 along at least a portion of the perimeter such that the shelf is pivotal to a position where a base of
17 the shelf is substantially perpendicular to the back wall of the display, the shelf being supported
18 in the assembled position by at least the back wall of the display.

1 9. A method of forming a display comprising the steps of:
2 vacuum forming a sheet of plastic material into a display having at least one shelf, the at
3 least one shelf including at least one partition constructed and arranged to separate the shelf into

one or more compartments, the shelf being vacuum formed as a unitary piece with the body portion, such that a perimeter of the shelf lies generally in the same plane as the back wall; separating the shelf from the back wall of the display along at least three sides of the perimeter;

pivoting the shelf to a position where a base of the shelf is substantially perpendicular to the back wall of the display, the shelf being supported in the assembled position by at least the back wall of the display.

10. The method of the claim 9, further comprising the steps of vacuum molding a support ledge on an inner surface of the opposing side walls as unitary members with the side walls, and constructed and arranged to provide support to the at least one shelf in the assembled position.

11. The method of claim 10, further comprising the steps of vacuum molding a detent on the inner surface of the opposing side walls as unitary members with the side walls, and spaced above the support ledges, the detents being constructed and arranged to provide support to the at least one shelf in the assembled position.